

BSBA Degree Requirements – Marketing Major

For students entering the University of Denver in the 2016 - 2017 academic year



UNIVERSITY of DENVER

DANIELS COLLEGE OF BUSINESS

UNIVERSITY COMMON CURRICULUM

52-60

Complete	Course #	Course Title	Prerequisites	Credits
	FSEM 1111	First-Year Seminar		4
	WRIT 1122	Writing & Rhetoric: Academic Writing	FSEM 1111	4
	WRIT 1133	Writing & Rhetoric: Writing & Research	WRIT 1122	4
	AI-Natural	Analytical Inquiry: Natural (MATH 1200 or 1951)		4
	Language	Foreign Language (FOLA)		4-12
	AI-Society	Analytical Inquiry: Society		8
	SI-Natural	Scientific Inquiry: Natural (Must be in sequence)		12
	SI-Society	Scientific Inquiry: Society (ECON 1020)		4
		Scientific Inquiry: Society (cannot be ECON course)		4
	ASEM	Advanced Seminar	Junior & entire Common Curriculum	4

Important Information

Only grades of "C-" or above may be used in completing all courses taken within Daniels, and ECON 1020, ECON 1030, and MATH 1200/1951.

Required for Secondary Admission

- FSEM 1111
- WRIT 1122
- WRIT 1133
- MATH 1200 or MATH 1951
- ECON 1020
- BUS 1000
- INFO 1010
- INFO 1020
- MOS Excel
- MOS Word
- MOS PowerPoint
- Daniels Professional Development 1

DPDP 1

- Resume
- Cover Letter
- Major Workshop
- Two Career Services Workshops

Daniels Checkpoints

Degree Checkpoints (DCB 1 & 2) serve as collective prerequisites to ensure mastery of necessary content and background. Students **may not** enroll in courses in the next Checkpoint until they have satisfied all requirements in the current Checkpoint.

DCB 1

- All requirements for Secondary Admission

DCB 2

- ACTG 2200
- MGMT 2100
- MKTG 2800
- ACTG 2300
- FIN 2800
- Daniels Professional Development 2

DPDP 2

- LinkedIn Profile
- Mock Interview
- Career Fair Attendance
- Two Career Services Workshops

DANIELS COLLEGE OF BUSINESS CORE REQUIREMENTS (courses with grades below "C-" must be repeated)

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DCB Checkpoint 1				12
	BUS 1000	Gateway to Business		4
	INFO 1010	Analytics I: Data & Analysis (MOS Excel Certification)		4
	INFO 1020	Analytics II: Stat & Analysis (MOS Word/PowerPoint Certification)	MATH 1200/1951 & INFO 1010	4
	Microsoft Excel, Word, PowerPoint 2016 certification			
	Daniels Prof. Development 1: Resume, Cover Letter, Major Workshop, 2 Career Services Workshops			
DCB Checkpoint 2 (Must be admitted to Daniels and complete Checkpoint 1)				20
	ACTG 2200	Introduction to Financial Reporting	Co-req: LGST 2000	4
	MGMT 2100	Management and Organizational Behavior		4
	MKTG 2800	Introduction to Marketing		4
	ACTG 2300	Accounting for Decision Making	ACTG 2200	4
	FIN 2800	Financial Decision Making	ACTG 2200	4
	Daniels Prof. Development 2: LinkedIn, Mock Interview, Career Fair, 2 Career Services Workshops			
Remaining Business Core Requirements				20
	INFO 2020	Analytics III: Business Modeling	DCB 1	4
	LGST 2000	Foundations of Business Law	Sophomore & BUS 1000	4
	ECON 1030	Micro- & Macroeconomics II	ECON 1020	4
	BUS 1999	Daniels Checkpoint 1 Assessment (completed after BUS 1000, INFO 1020, and LGST 2000)		0
	BUS 2999	Daniels Checkpoint 2 Assessment (completed after Checkpoint 2 courses)		0
	MGMT 2850	Business and Society	DCB 2 & BUS 1999	4
	MGMT 3800	Business Policy and Strategy (Capstone)	Senior, BUS 2999 & entire Business Core	4
International Experience (see page 2)				

MARKETING REQUIREMENTS (DCB Checkpoint 2 is a prerequisite for all courses below)

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Marketing Major Requirements (Maximum hours allowed in major = 45)				36
	MKTG 2910	Consumer Behavior		4
	MKTG 2920	Business-to-Business Marketing		4
	MKTG 2930	Methods of Marketing Research		4
	MKTG 3630	International Marketing		4
	MKTG 3950	Integrative Marketing Strategy	MKTG 2910, 2920, & 2930	4
<i>In addition, select 16 credits from available Marketing electives listed in course catalog:</i>				
	MKTG 3XXX	Marketing Elective		4
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	MKTG 3XXX	Marketing Elective		4
University-wide Electives (apply minor credit here)				37-45
Total Credits for BSBA – Marketing Major				185

This document is an advising guide; it is not a substitute for meeting with an advisor. Students need to meet with their advisor quarterly and need to bring an updated 4-year plan. The final responsibility for completing graduation requirements rests with the student. Program requirements are subject to change without notice.

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MARKETING CONTACT INFORMATION

- For specific faculty questions, visit the Marketing department in 480 Daniels College of Business.

ADDITIONAL CURRICULUM INFORMATION

- Only grades of "C-" or above may be used in completing all Daniels College of Business courses, and ECON 1020, ECON 1030, and MATH 1200/MATH 1951.
- Repeated courses count toward the GPA calculation but not toward overall hours.
- A minimum GPA of 2.0 is required for all major course work, all business course work, and overall cumulative GPA in order to graduate.
- Students may take up to 8 hours in their major for which they have met prerequisites, prior to DCB Checkpoint 2.
- Daniels graduation requirements include separate assessment exams (BUS 1999 & 2999) to show mastery of key learning outcomes and retention of course content within the business core. The exams are administered within 0-credit course formats on a Pass/Fail basis. These assessments should be taken in the quarter immediately following the completion of all the business core courses associated with each checkpoint.
- Microsoft Certification (MOS) requires standard levels of proficiency in the 2016 version of Excel, Word, and PowerPoint; it is a DCB application requirement and a graduation requirement.
- The Daniels Professional Development Program (DPDP 1 and 2) is a co-curricular requirement to help students achieve success in their professional careers. It is required for admission to Daniels and progression through the curriculum. Students can track their progress in completing these requirements through the DPDP Canvas page.
- Elective credits may be applied toward a minor within or outside Daniels (other than general business minor), a second major, or fulfilled through course work from any campus unit(s) with the exception of The Women's College and University College. In an effort to create a well-rounded academic experience, students are strongly encouraged to take elective hours outside of the Daniels College of Business.
- At least 50% of required business courses for undergraduate business degrees (majors and minors) must be completed at Daniels.
- All Daniels students must fulfill an international experience requirement. Students unable to participate in the Cherrington Global Scholars program (www.du.edu/abroad) may take one of the following courses to fulfill the international experience requirement: ACTG 3284/3285, ACTG 3701 International Accounting, FIN 3410, LGST 3700, LGST 3701 Business and Global Values, MGMT 2420, MKTG 2945, MKTG 3630, MKTG 3705 International Consumer Behavior, REAL 3140, ECON 2300, ECON 2301, ECON 2330, ECON 2510, ECON 2610, ECON 3040, ECON 3075, ECON 3110, ECON 3600, ECON 3610, or any Korbel INTS course. Note: International students meet this requirement by virtue of studying at DU.
- Please meet an advisor or visit the Daniels Undergraduate Programs Canvas site (available via PioneerWeb) to learn more about ways to enhance your experience at Daniels through Daniels Undergraduate Career Center, Daniels Professional Development Program, earning credit for internships, summer courses, student organizations, Latin Honors, Daniels Distinction, Daniels financial aid, and more!